



43.3% INCREASED INTERACTION ON 'ENQUIRY' TRIGGERS

"BEING SEEN" - STEP ONE TO IMPROVING CONVERSION

HOUSE OF TRAVEL

PRIMARY OBJECTIVES

1. Improve User Experience
2. Increase enquiries on individual deal pages
3. Increase revenue

CAMPAIGN

A/B Testing Program

House of Travel has been helping Kiwis see the world for almost 30 years and is one of New Zealand's most successful providers of travel experiences. House of Travel is also a leader in travel technology, offering an award winning website allowing users to compare and book airline flights and holidays in an instant and now offers the HOT travel app which gives you access to all your travel requirements, where ever and whenever you need.

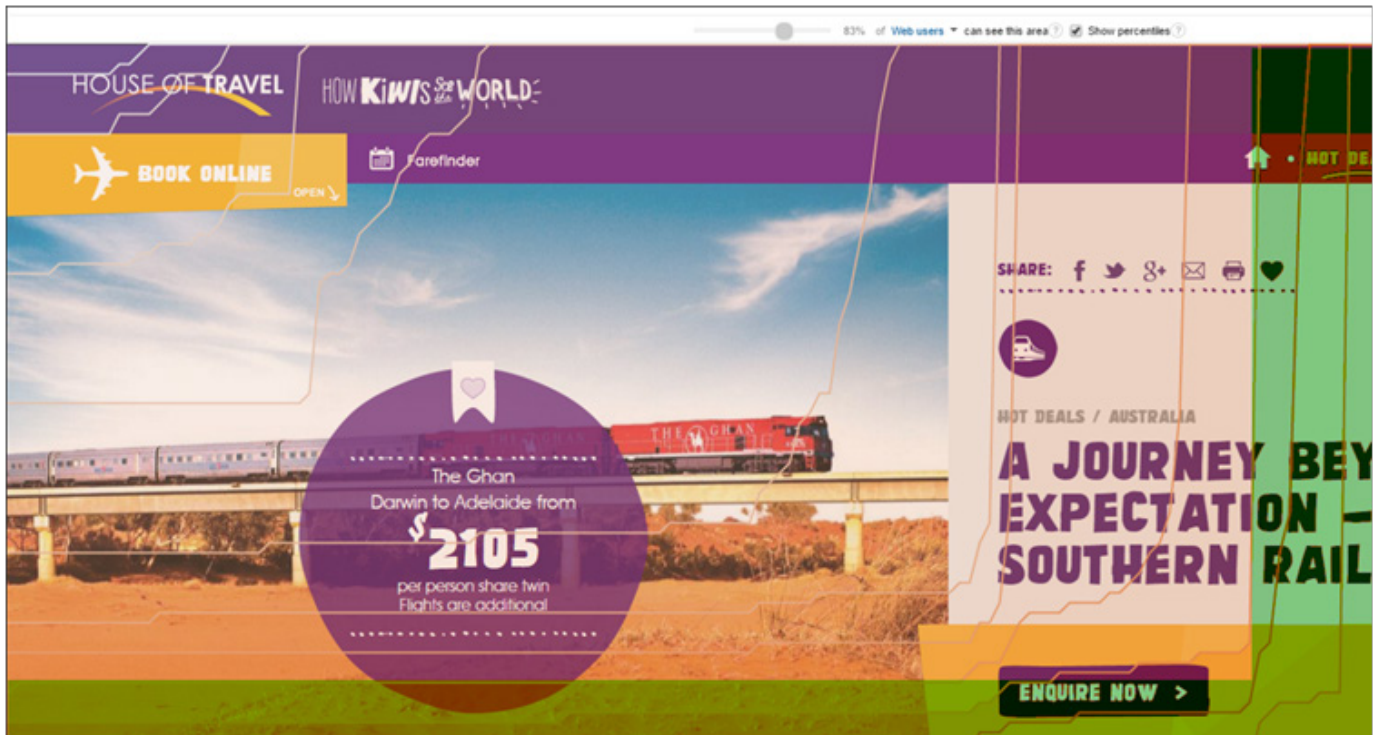
APPROACH

RESEARCH & PROBLEM:

Browser analytics indicated that most people may not be able to see the 'Enquire Now' button on individual deal pages, which could be negatively affecting total online Enquiries.

HYPOTHESIS:

Would creating an additional enquiry button that sits in the 'purple circle', above the fold, improve visibility and lead to a higher number of enquiries?



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“*FIRST continue to deliver invaluable conversion growth for our business and we have already implemented various recommendations validated through A/B testing to enhance our visitors user experience and assist the online booking process. They continue to be a valuable partner and trusted advisor to us.*”

MIKE WILLIAMS
Analytics & SEO Manager,
House of Travel

THE TEST:

EXECUTION:

Using Optimizely we created one variation which added an ‘Enquire Now’ button to the main section above the fold on the deal pages.

Primary Test Goal - Clicks on enquiry button

Targeting Conditions - All devices, split 50:50

RESULTS

The variation resulted in a significant increase (+43.4%) at high confidence in the number of people clicking on one of the ‘Enquire Now’ buttons (primary goal) and moving down the page to the actual enquiry form.

Clicks on the enquiry form ‘submit’ button also increased 7.2%, thus showing strong indications that the variation has also increased actual enquiries.

The uplift was positive for both desktops and mobiles alike.

CONCLUSIONS

WHY THE VARIATION WON

Including the main call to action above the fold ensures it is seen by more visitors and thus has more chance of being noticed and to initiate a visitor response. Don’t assume visitors will scroll or wade through content to get to an ‘action point’.

By including the main call to action at a key focus point on the page, visitors were provided with a clear call to action to take the next step, which wasn’t obvious on the original.

Also, by including a button on a different part of the screen from where the actual enquiry form was located, we were able to draw more people to the enquiry form and increase the number of actual enquiries submitted.

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